

**Berea Tourism Commission Minutes**  
**Business Session**  
**Tuesday, March 12, 2019**  
**212 Chestnut St., Berea City Hall, Conference Room**

**Business Session:** Called to order at 5:03PM, Reynolds presiding.

**Commission Members Present:**

- Rick Thomas
- Ahmad Reynolds
- Dale Ballinger
- Charles Saunders

**Support Staff Present:**

- Kerri Lee Hensley
- Megan Hardy
- Jeffery Carpenter

**Visitors Present:**

- John Payne
- Susie Merida
- Hannah Biddle
- Anna Hartje-Butcher

**Approval of Agenda**

Dale Ballinger motioned to approve the agenda; Rick Thomas seconded. Motion carried unanimously.

**Approval of Minutes: February 13, 2019**

Rick Thomas motioned to approve the February 13, 2019 Minutes; Dale Ballinger seconded. Motion carried unanimously.

**Director's Report - Kerri Hensley**

A copy of the full Director's Report is on record in the minute book.

**Budget**

Tourism Cash \$310,578.00

**Communications**

Aja Croteau's last day was Feb 26<sup>th</sup>. Megan Hardy is handling the bulk of those duties until a new hire is made.

- Social Media Updates:
  - Twitter: Around 5,096 impressions and around 375 total followers.
  - Facebook: 6,874 total "likes," 562 page views, 2,005 post engagements, and 20,703 people reached. (Brand Ads were also run during this time)
  - YouTube: 24,665 video views so far on 47 public videos.
  - Instagram: Up to 1,368 followers.

## **Workshop Programs Report**

### **Hands on Workshops Feb., April and May Registration Information**

As of March 5, we have sold 71 registrations totaling \$5,041.00 in gross revenue. We had a total of 28 registrations for the February 9 and 10 offerings, totaling \$1,855.00 in gross revenue. Currently there are 20 registrations for the April 13 and 14 offerings and 23 registrations for the May 11 and 12 offerings.

### **Festival of Learnshops July 12 thru August 2, 2019 Overview**

Festival of Learnshop (FOL) will present Singing Bird Musical School (SBMS), July 31 – August 2, 2019. FOL 2019 will offer 166 different learnshops (66 are new), 291 sessions, there will be 82 instructors (18 are new). (Note – these stats do not include Singing Bird Music School offerings.) FOL registration will open early March and SBMS registration will open mid to late March. KY Artisan Center at Berea will host an exhibit of works by learnshop instructors titled, "Pass it On". Exhibit dates are June 30 – October 20, 2019.

### **It/Multi Media**

Photographed Developed and Delivered Food Photos for Berea Farm Store  
Photographed Developed and Delivered Food Photos for Dinner Bell  
Photographed Developed and Delivered Food Photos for Rio Grande  
Photographed Developed and Delivered Food Photos for Boone Tavern  
Photographed Developed and Delivered Food Photos for Casa Amigos  
Photographed Developed and Delivered Food Photos for Everyday Nutrition  
Began restructure and organization of media Library

## **Feb Group Report**

- Thurs Feb. 14<sup>th</sup> Met with KY Stormwater Conference leader and Patrick Huston from Boone Tavern. The Conference will be held at Boone Tavern in June and she is currently working with organizer to plan various Berea outings, gifts for speakers, welcome bags, etc.
- Feb. 23<sup>rd</sup>-27<sup>th</sup> Attended Travel South Showcase. Had scheduled appointments with 38 owners/operators of motorcoach companies. Met with several others during various networking events. Objective to have them bring their groups to Berea.
- Tues Feb. 26<sup>th</sup> Group of 40 from Indiana came to Berea for day. Helped arrange private music for them after lunch, take tour of new College Forestry Outreach Center, etc.

## **Art Accelerator**

Gallery 123 has settled in nicely back to 123 N. Broadway in Old Town. They have been working hard producing for Kentucky Crafted and designing their booth for that trade show. We had 304 visitors for the month and \$374 worth of sales. Jeffrey has posted the new prospectus and application for the class of 2019-2020. He has sent this to over 300 art schools, craft schools, art councils in major cities, and state art commissions in bordering states. Corcoran Art School through Georgetown University was the first to post it on their web site on the 28<sup>th</sup>. Jeffrey hopes to get more exposure for the program through this process. We will start vetting the new prospects in April. The gallery re-opening party was held on March 9<sup>th</sup>.

Ky Crafted March 15-17, Alltech Arena Lexington, KY.

## **Administration**

Met with Karen Russel to talk about the scope of our strategic planning session.

Attended the KTIA Legislative Days in Frankfort Feb 13 and 14.

Feb 28<sup>th</sup>, met with a small group of researchers from the University of TN working on a case study about tourism offices in Appalachia. We were chosen for our recognition of Folk Arts and Crafts.

Save the Date Strategic Planning, April 12 & 13.

## **Upcoming**

March 28-30 Spring Mountain Folk Festival

April 26-28 Hands Four Spring Dance

July 19-Oct 4 Levitt Amp Series

### **Advertising Update – Brand Advertising Group**

A copy is on record in the minutes book.

- Susie Merida began with a brief overview of Brand’s advertising for the City of Berea including the types of campaigns they ran and their targeted demographic and areas, particularly along the I-75 corridor.
- Print Campaign:
  - KY Visitor’s Guide- Inside Front Cover, Full Page
  - TravelHost of the Bluegrass- March/ April Issue, Full Page
- Digital Marketing:
  - 2/1 – 2/28
    - Ads Delivered: 86,819
    - Total Actions: 860
    - Target Areas: Detroit to Jacksonville- I-75 Corridor

Brand then showed photos of the digital ads for Discover Berea, Experience Berea, and the web banner for the Festival of Learnshops.

Festival of Learnshops- Brand presented the poster and rack card designs for the Berea Festival of Learnshops.

Berea Craft Festival- Brand presented the poster and rack card designs from the Berea Craft Festival.

Brand then showed the commission the updated billboard designs.

- Web Traffic Report-
  - VisitBerea.com- Dates February 1- February 28, 2019
  - Unique Sessions: 5,886
  - Top 10 Markets
    - Lexington, KY
    - Louisville, KY
    - Nashville, TN
    - New York, NY
    - Cincinnati, OH
    - Chicago, IL
    - Washington, D.C.
    - Detroit, MI
    - Indianapolis, IN

- Atlanta, GA

#### Top 10 Pages Visited

- Workshops
- Shopping
- Calendar
- Staying
- Dining
- Artists
- Berea Craft Festival
- Exploring
- History
- Festival of Learnshops

#### Top 10 Traffic Sources:

1. Google / Organic
2. Direct
3. Remarketing/ Web Visitors
4. Bing/ Organic
5. Facebook/ Referral;
6. Yahoo / Organic
7. DuckDuckGo.com/ Referral
8. BluegrassKentucky.com/ Referral
9. OhioFestivals.net/ Referral
10. BereaKY.gov/ Referral

#### Year to Date Budget

- Broadcast \$109,000- actual YTD \$68,590
- Print/ Publications \$65,000- actual YTD \$35,517
- Digital Marketing \$64,000- actual YTD \$48,500
- Billboards \$20,000- actual YTD \$13,080
- Production/ Printing \$62,000- actual YTD \$56,030
- Creative \$30,000- actual YTD \$28,075
  - Total: \$350,000- actual YTD \$242,157
  - Remaining Budget: \$100,208

### **Pins and Needles Retreat**

Kerri Hensley presented a PowerPoint Presentation provided by Fiber Frenzy regarding their successful Pins and Needles Retreat.

The retreat had a national appeal, with 51.9% of attendees being from the U.S. outside of KY. During the retreat, they stayed at the Historic Boone Tavern Hotel, and also enjoyed dining out and shopping at local businesses around Berea.

Meeting adjourned at 5:59pm.